

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1.-36. (Canceled)

37. (New) A method of conducting product assessment and development, said method comprising:

prompting a respondent at a data entry terminal to identify a first existing product;

prompting said respondent to rate said first product on a predetermined scale displayed at said terminal;

providing information to the respondent that describes a second product different from said first product;

causing to display a visual indicator along said scale corresponding to said respondent's rating of said first product;

prompting said respondent to rate said second product on said scale displayed at said terminal along with said respondent's rating of said first product;

displaying a visual indicator along said scale corresponding to said respondent's rating of said second product; and

assigning a score reflecting the respondent's rating of said second product made by said respondent.

38. (New) A method of conducting product assessment and development according to claim 37, further comprising:

prompting said respondent to identify another existing product;

prompting said respondent to rate the other existing product against said scale; and

displaying a visual indicator along said scale corresponding to said respondent's rating of said other existing product.

39. (New) A method of conducting product assessment and development according to claim 37, further comprising:

subsequent to prompting said respondent to rate said second product, providing said respondent with additional information about said second product via said terminal;

prompting said respondent to rate said second product on said scale; and

displaying a visual indicator along said scale corresponding to said respondent's rating of said second product,

wherein said respondent's rating of said second product represents a re-rating of said second product by the respondent in view of the additional information about said second product.

40. (New) A method of conducting product assessment and development according to claim 39, further comprising prompting said respondent to respond to at least one of a plurality of questions regarding said second product .

41. (New) A method of conducting product assessment and development according to claim 40, further comprising collecting responses and ratings made by said respondent, calculating an overall respondent rating for said second product and displaying said rating to the respondent via the terminal.

42. (New) A method of conducting product assessment and development according to claim 41, wherein said step of calculating includes calculating a weighted average of said answers and ratings in accordance with a predetermined formula.

43. (New) A method of conducting product assessment and development according to claim 42 wherein after said step of displaying said rating to the respondent, said method further comprising receiving an indication from said terminal whether the overall respondent rating should be revised.

44. (New) A method of conducting product assessment and development according to claim 40, wherein said respondent is prompted to respond to at least one of said plurality of questions by selecting a corresponding location on the scales .

45. (New) A method of conducting product assessment and development according to claim 41, wherein said overall respondent rating for said second product is displayed to the respondent in a format indicating a numeric score and a corresponding textual description.

46. (New) A method of conducting product assessment and development according to claim 37, wherein said respondent is prompted to provide ratings by selecting a corresponding area on a graphical display with a user input device electrically connected to said terminal.

47. (New) A method of conducting product assessment and development according to claim 37, wherein said scale is displayed to the respondent with demarcations defining a plurality of subjective ratings.

48. (New) A method of conducting assessment and development of a product using information from a plurality of potential customers, said method comprising:

collecting scores obtained from ratings made by a plurality of respondents using the method of claim 37;

generating a product assessment report for said second product.

49. (New) A program product for conducting product assessment and development, said program product comprising machine-readable program code for causing, when executed, one or more machines to perform the following steps:

prompting a respondent at a data entry terminal to identify a first existing product;

prompting said respondent to rate said first product on a predetermined scale displayed at said terminal;

providing information to the respondent that describes a second product different from said first product;

causing to display a visual indicator along said scale corresponding to said respondent's rating of said first product;

prompting said respondent to rate said second product on said scale displayed at said terminal along with said respondent's rating of said first product;

displaying a visual indicator along said scale corresponding to said respondent's rating of said second product; and

assigning a score reflecting the respondent's rating of said second product made by said respondent.

50. (New) A program product for conducting product assessment and development according to claim 49, wherein said method further comprises:

prompting said respondent to identify another existing product;

prompting said respondent to rate the other existing product against said scale; and

displaying a visual indicator along said scale corresponding to said respondent's rating of said other existing product.

51. (New) A program product for conducting product assessment and development according to claim 49, wherein said method further comprises:

subsequent to prompting said respondent to rate said second product, providing said respondent with additional information about said second product via said terminal;

prompting said respondent to rate said second product on said scale; and

displaying a visual indicator along said scale corresponding to said respondent's rating of said second product,

wherein said respondent's rating of said second different product represents a re-rating of said second product by the respondent in view of the additional information about said second product.

52. (New) A program product for conducting product assessment and development according to claim 51, wherein said method further comprises prompting said respondent to respond to at least one of a plurality of questions regarding said second product.

53. (New) A program product for conducting product assessment and development according to claim 52, wherein said method further comprises collecting responses and ratings made by said respondent, calculating an overall respondent rating for said second product and displaying said rating to the respondent via the terminal.

54. (New) A program product for conducting product assessment and development according to claim 53, wherein said step of calculating includes calculating a weighted average of said answers and ratings in accordance with a predetermined formula.

55. (New) A program product for conducting product assessment and development according to claim 54, wherein after said step of displaying said rating to the respondent, said method further comprises receiving an indication from said terminal whether the overall respondent rating should be revised.

56. (New) A program product for conducting product assessment and development according to claim 52, wherein said respondent is prompted to respond to at least one of said plurality of questions by selecting a corresponding location on the scale.

57. (New) A program product for conducting product assessment and development according to claim 53, wherein said overall respondent rating for said second product is displayed to the respondent in a format indicating a numeric score and a corresponding textual description.

58. (New) A program product for conducting product assessment and development according to claim 49, wherein said respondent is prompted to provide ratings by selecting a corresponding area on a graphical display with a user input device electrically connected to said terminal.

59. (New) A program product for conducting product assessment and development according to claim 49, wherein said scale is displayed to the respondent with demarcations defining a plurality of subjective ratings.

60. (New) A program product for conducting product assessment and development according to claim 49, wherein said method further comprises generating a product assessment report for said second product.

61. (New) A system for conducting product assessment and development, said system including a server communicatively coupled to a network to which at least one terminal is coupled, said server being configured to:

prompt a respondent at a data entry terminal to identify a first existing product;

prompt said respondent to rate said first product on a predetermined scale displayed at said terminal;

provide information to the respondent that describes a second product different from said first product;

cause to display a visual indicator along said scale corresponding to said respondent's rating of said first product;

prompt said respondent to rate said second product on said scale displayed at said terminal along with said respondent's rating of said first product;

display a visual indicator along said scale corresponding to said respondent's rating of said second product; and

assign a score reflecting the respondent's rating of said second product made by said respondent.

62. (New) A system according to claim 61, wherein said server is further configured to:

prompt said respondent to identify another existing product; and

prompt said respondent to rate the other existing product against said scale; and

display at said terminal a visual indicator along said scale corresponding to said respondent's rating of said other existing product.

63. (New) A system according to claim 61, wherein said server is further configured to:

subsequent to prompting said respondent to rate said second product, provide said respondent with additional information about said second product via said terminal;

prompt said respondent to rate said second product on said scale; and

display at said terminal a visual indicator along said scale corresponding to said respondent's rating of said second product,

wherein said respondent's rating of said second different product represents a re-rating of said second product by the respondent in view of the additional information about said second product.

64. (New) A system according to claim 63, wherein said server is further configured to prompt said respondent to respond to at least one of a plurality of questions regarding said second product.

65. (New) A system according to claim 64, wherein said server is further configured to collect responses and ratings made by said respondent, calculate an overall respondent rating for said second product and display said rating to the respondent via the terminal.

66. (New) A system according to claim 65, wherein said server is configured to calculate a weighted average of said answers and ratings in accordance with a predetermined formula.

67. (New) A system according to claim 65, wherein after said displaying said rating to the respondent, said server is configured to receive an indication from said terminal whether the overall respondent rating should be revised.

68. (New) A system according to claim 64, wherein said respondent is prompted to respond to at least one of said plurality of questions by selecting a corresponding location on the scale.

69. (New) A system according to claim 65, wherein said overall respondent rating for said second product is displayed to the respondent in a format indicating a numeric score and a corresponding textual description.

70. (New) A system according to claim 61, wherein said respondent is prompted to provide ratings by selecting a corresponding area on a graphical display with a user input device electrically connected to said terminal.

71. (New) A system according to claim 61, wherein said scale is displayed to the respondent with demarcations defining a plurality of subjective ratings.

72. (New) A system according to claim 61, wherein said server is further configured to generate a product assessment report for said second product.